MISSION
To empower lives by restoring vision for millions of people in need.

VISION
A world where everyone who needs glasses has them.

VALUES
Doing good with integrity. Fiercely committed. Enhancing lives of all involved.
Today, over 2.5 billion people worldwide suffer from uncorrected vision impairment. Of those, 1 billion people suffer from presbyopia (up close near vision loss) brought on by aging beginning at 35+ years. This common vision impairment can be resolved with a simple pair of reading glasses. However, reading glasses are not a ubiquitous commodity for over 500 million of the most impoverished people in the world who can’t afford or lack access to this life-changing tool. Since 2003, RestoringVision has focused on creating access to reading glasses for people living in poverty worldwide.

To reach our goal, we have set a three-year strategy with six strategic goals that will enable us to accelerate this undertaking, grow our impact, and ensure that the greatest number of people around the world acquire the eyeglasses they need to see clearly and achieve their potential.

After more than 17 years, RestoringVision has grown into the largest nonprofit provider of reading glasses to people living in poverty worldwide. By securing in-kind, new, high-quality eyeglasses coupled with philanthropic donations, primarily from corporate partners, RestoringVision has remarkably reached 17 million people in 130 countries to date. Our goal is to scale our impact by reaching 10 million people annually with reading glasses by the second half of this decade.

Helping people see clearly to regain their independence and seize opportunities for growth.
RestoringVision is in a unique position compared to other nonprofits. While many nonprofits are fundraising to build new programs, RestoringVision has an established pipeline through its Global Access Program which focuses on large projects with leading global health and humanitarian organizations. Our focus is to accelerate fundraising to serve this program capacity.

**OBJECTIVES FOR STRATEGIC GOAL #1:**

1. Build organizational capacity with a focus on talent, strategic planning, and infrastructure.
2. Prioritize securing large gifts from foundations, expand giving opportunities, and develop a high-net-worth donor program.
3. Drive and secure in-kind donations of products and the purchase of manufactured glasses through the philanthropic program.
4. Reposition RestoringVision as a fundraising organization and better communicate its programs and impact.
EXPAND OUR GLOBAL ACCESS PROGRAM

In the last 5 years, RestoringVision has built a network of high-volume, high-impact global health, and humanitarian organizations with which it partners to advance its mission to restore vision for millions of people. Over the next three years, we will expand our investments in these partnerships and projects, focusing on organizations that can distribute 250K-1M glasses annually, that are operating in regions or focus areas prioritized by RestoringVision, and that have or are building reporting capabilities.

OBJECTIVES FOR STRATEGIC GOAL #2:

1) Develop an organizational multi-year distribution plan with a flexible funding model to ensure RestoringVision remains a high-volume, high-impact organization.

2) Incrementally invest in 10 mega-partners to sustain RestoringVision’s distribution pipeline to ensure our projects can scale in focus areas prioritized by RestoringVision, and that have or are building.

3) Invest and grow in three new areas where RestoringVision’s model is uniquely positioned to have a significant impact on high poverty populations: Africa, refugee programs, and robust in-country programs.
The health and economic impact of COVID-19 on our Community Outreach Program has been significant. This program includes our work with small and medium-size US-based nonprofit organizations that travel abroad to serve the critical needs of those living in impoverished and typically rural communities. Over the next three years, we seek to rebuild this program and engage in new partnerships with social enterprise nonprofit organizations that can deliver glasses to large numbers of farmers and entrepreneurs through cost-neutral projects.

STRATEGIC GOAL #3: REBUILD

OBJECTIVES FOR STRATEGIC GOAL #3:

1) Identify and serve existing organizations that are continuing their fieldwork, and stay engaged with all others.

2) Engage in new partnerships with organizations continuing to serve people in developing countries.

3) Expand to new sectors to drive large recurring business through a cost-neutral program marketed to nonprofit social enterprises.
INVEST IN MONITORING, EVALUATION, AND LEARNING

As RestoringVision grows to serve millions of people, the organization recognizes the importance of utilizing data to evaluate its progress towards its goals, to ensure it reaches people in its target markets, and to inform strategy and program. Through investment in monitoring, evaluation, and learning, RestoringVision will also be able to compete for funding from larger and more sophisticated grant foundations, corporations, and philanthropic individuals which require such reporting and data.

OBJECTIVES FOR STRATEGIC GOAL #4:
1) Capacity building with a focus on talent and infrastructure.
2) Utilize cross-organization and industry data to inform RestoringVision’s strategy and program, evaluate RestoringVision’s progress towards its goals, and report to funders requiring M&E.
3) Invest in 1-2 studies conducted by independent evaluators to assess RestoringVision’s impact.
RestoringVision has a rich 17-year history of impacting millions of lives by creating access to glasses and providing clear vision to people living in impoverished communities around the world. Our model is unique and we hold a unique space within the optical, global health, and social impact ecosystems. Today, the organization seeks to increase its impact and advance its mission to restore vision for millions of people in need. To do so, it must become more visible to its target audience of funders who can help to advance our mission.

**OBJECTIVES FOR STRATEGIC GOAL #5:**

1. Refine RestoringVision’s communications to best articulate our model and its impact, detailing our theory of change.
2. Engage experts to reposition and rebrand.
3. Build brand awareness.
As RestoringVision’s model evolves and its capacity increases both in terms of staff and output, the organization is looking to invest in building itself to be able to serve 10 million people annually, to compete and be awarded large multi-year grants, and to become an organization that recruits and retains top talent and donors to help advance its mission.

**OBJECTIVES FOR STRATEGIC GOAL #6:**

1. Capacity building by recruiting and retaining top talent in key areas of business, increasing efficiency, and developing infrastructure (systems and processes).
2. Engage Continue to build on the culture of RestoringVision including a new area of focus: inclusion, equity, and diversity.
3. Invest in the professional development of our team, build a culture of leadership and develop thought leaders.
Providing people with eyeglasses has a profoundly positive impact both locally and globally and creates a more equitable world for everyone.